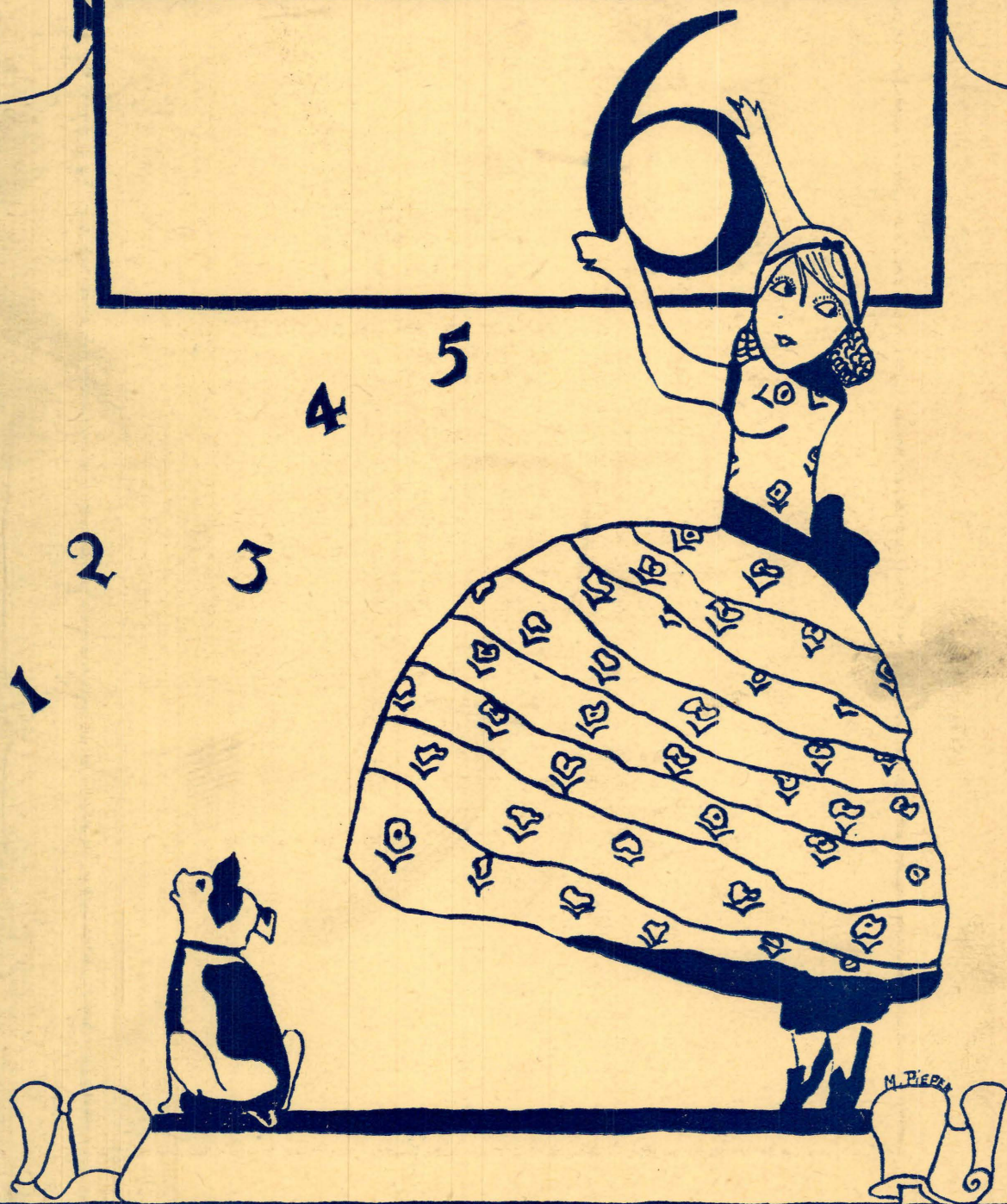


# The STORAGRAM



KAUFMANN'S  
FIFTH AVENUE PITTSBURGH



### "IT CANNOT BE DONE"

Somebody had said it couldn't be done,  
But he, with a chuckle replied,  
That "maybe it couldn't," he would be one  
Who wouldn't say so till he tried.  
So he buckled right in with the trace of a grin  
On his face. If he worried he hid it.  
He started to sing as he tackled the thing  
That couldn't be done, and he did it.

Somebody scoffed: "Oh, you'll never do that;  
At least, no one ever has done it."  
But he took off his coat and he took off his hat,  
And the first thing he knew he'd begun it;  
With the lift of his chin, and a bit of a grin,  
Without any doubt or quiddit;  
He started to sing as he tackled the thing  
That couldn't be done, and he did it.

There are thousands to tell you it cannot be done,  
There are thousands to prophesy failure;  
There are thousands to point out to you, one by one,  
The dangers that wait to assail you;  
But just buckle in with a bit of a grin;  
Then take off your coat and go to it;  
Just start in to sing as you tackle the thing  
That "cannot be done"—and you'll do it.

—Charles Perry Taylor



# The STORAGRAM

*The management does not see this publication until it is issued, therefore assumes no responsibility for articles printed in it*

*Published monthly by and for the employees of Kaufmann's, "The Big Store"; printed and bound in our own Printing Shop*

Vol. VI

Pittsburgh, Pa., September

No. 7

## WHAT IS "THE STORAGRAM?"

"Of the people, by the people, and for the people" of Kaufmann's describes "The Storagram" accurately. Being of you, it is successful only in so far as you contribute to it; being for you, it is fulfilling its purpose only when it affords you help, inspiration and amusement. It is dedicated to making closer fellowships between all of us — to note the joys and sorrows that come to us as a group and as individuals — to keep us posted on events of importance and interest — to give each one an opportunity to express himself through its columns.

That "The Storagram" has proved itself during its five years of existence is evident from the fact that it has grown and thrived through the quirks and whims of its various editors. It is my wish that "The Storagram" of the future may grow with the store, and may be to all fellow-workers an expression of the spirit of their store.

IRWIN D. WOLF





VIEWS OF THE PARIS EXPOSITION



### Mrs. Salomon's Impressions of France

"Of course, Paris was the center of my trip. I expected great things of Paris and was not disappointed. It is a wonderful city and the people are charming. They are interesting, courteous, and show a high regard for Americans. What impressed me most of all was their enthusiasm in their art. Making or selling a beautiful hat or gown is as much an art to them as carving a statue or painting a great picture. Everywhere in France, I found this to be the case. The people put their work above all else, compensation is secondary. I realized then why French styles lead the fashion world—their confidence is so keen in their production and display of art, or as we Americans would term it, our work.

The new styles are interesting and lovely. The trend in millinery this season is to velours and soft velvets. Brims are the vogue—large or small. You have your choice of size but there must be a brim. We brought back many original models.

The Paris shops are extraordinarily attractive. Buildings on the Rue de la Paix gain splendor from their displays. Creation, display, and good salesmanship make Paris the heart of style.

Visited the Paris exposition frequently, and it is really magnificent with its seemingly endless avenues of beautiful arches and buildings. The play of lights on fountains and the River Seine made it, if possible, even more beautiful at night. Here are seen the extremes in architecture, art, and display of products which result from the French enthusiasm in modern art.

Visited Switzerland and was delighted with

much of the beautiful country and its Alps and many interesting buildings of note.

Sailed from England, stopping in London to buy English felts and velours for which this country is well known.

### Ten Commandments of Business

By Julius L. Meier

Portland, Ore.—Julius L. Meier, vice president and general manager of Meier & Frank Co. department store, has issued 10 commandments of business as follows:

- 1—Don't be perfunctory. Every task is a test.
- 2—Remember that the most serviceable of all assets is reputation.
- 3—Think; practice your mental daily dozen.
- 4—Exercise your imagination.
- 5—Bide your time but be prepared.
- 6—Be hard-headed but not hard-boiled.
- 7—Work hard, but don't permit yourself to become a machine.
- 8—Take an interest in public affairs.
- 9—Meet your fellow man with confidence.
- 10—Avoid ostentation. Abhor purse-pride and arrogance.

Contributed by Mr. Traub.

### Breaking It Gently

Clancy: "Mrs. Murphy, yure son Mike has just fell off the scaffolding and kilt himself."

Mrs. Murphy: "Merciful hivins!"

Clancy: "Aisy now! Tis only his leg that's bruk, an' it's glad ye will be to hear it whin ye thought he was killed entoirely."

—Lampoon



## Pottery and Glassware That Sparkle With Romance

The importance of the Italian markets for glassware and pottery cannot be overestimated, not only because they offer such beautiful wares but also because they offer such varied lines. Each piece of Italian glassware and pottery may have a fascinating story connected with it if you just take time to consider it in that light. In most cases, they are produced in factories which have been in existence for hundreds of years. One generation after another of the same family has manufactured a particular kind of glass or pottery, and their whole existence is bound up in their industry. Unlike other countries, little attempt has been made to improve on their methods of manufacture. This is not an objection but rather adds to the value of the products because today most people are interested in those things which have an old-time atmosphere.

Practically all of the Italian pottery and glassware is handmade. Consequently it is more crude and irregular in appearance since the decorating and coloring are done entirely by hand. It frequently happens that customers not sufficiently posted will complain of irregularities when irregularity in design is really a part of the beauty of the article. The most interesting pieces of pottery are vases, bowls, individual table pieces, tea sets, etc. No two are alike and the very crudity is characteristic of the ware. In the eyes of the connoisseur this fact adds to its beauty, demonstrating that it is entirely hand work.

The glass ware industry is a very old art in Italy. The oldest factories and those producing the most beautiful work are found near Venice. A visit to these factories will enable you to see all kinds of fascinating wares—bowls, boxes, flower vases, perfume bottles and many other decorative pieces. In all the factories, the workers excel in producing unusually beautiful colors that American manufacturers find in most cases impossible to reproduce.

Another important Italian industry is the carving of marble statuary and lamps. These goods come almost entirely from a small town whose existence dates back to the Thirteenth Century. The town is situated on the summit of an exceedingly high mountain and surrounding the town there still remains a high wall which until almost recent times was used as a means of protecting from the attacks of unfriendly neighboring states. A walk through the street will show the visitor that almost every family procures its living by carving or chiseling marble statuary of various kinds. The marble itself is dug from the same mountain on which the town is perched. It is quarried in the form of immense boulders which are very dirty. In order to give it the white appearance to which we are accustomed here it must be boiled for a considerable time.

The beautiful city of Florence is not only celebrated as being a city of culture but for its

## "The Storagram" Speaks

Birthdays are peculiar occasions,  
Sometimes sad,  
Often gay.

✦ ✦ ✦

This one should be gay  
And amusing  
For you.

✦ ✦ ✦

Just six years ago this month  
Our existence  
Began.

✦ ✦ ✦

A lusty, healthy child with  
Many prospects of  
Long life.

✦ ✦ ✦

The Fates looked upon us and  
Let us pass—with  
One condition.

✦ ✦ ✦

That we should grow strong  
And be contented  
With life.

✦ ✦ ✦

If our readers were made happy  
And always satisfied  
With us.

✦ ✦ ✦

Fate's trick in that decision  
Was cunning, but not  
Too hard.

✦ ✦ ✦

Our readers had to be the source  
Of their contentment  
With us.

✦ ✦ ✦

We met Fate's trick, simply by making  
All our readers  
Our friends.

✦ ✦ ✦

One friend gave us news, another  
Gave us poetry  
And art.

✦ ✦ ✦

Another whispered that we should see  
And write about a new  
Department.

✦ ✦ ✦

Still another gave a clue for a story  
Of interest from  
A trip.

✦ ✦ ✦

Thus our readers have given us food  
And helped us to grow  
Steadily.

✦ ✦ ✦

And we have met Fate's requirements  
And helped to make you  
Merry.

—H. B.

art products of leather and wood. This again is all hand work.

The pride of craftsmanship that each family takes in manufacturing these wares certainly is revealed in their creations.

Interview with Mr. Harris  
Buyer of China and Glassware.





### As We Grew Up

As one of her contributions to Stunt Night, Mrs. Snyder conscripted her brothers, sisters and nieces to form a picture of Kaufmann's growth.

### A Contribution

#### DRESS GOODS

Let's get going, "31."

That means you and everyone,  
In the department, old and new  
Show the buyer what we can do.  
His department is one that's neat.  
Let us say as we stand on our feet:

D—Stands for dress goods,  
For skipper Davies, too.

R—Is for right things, we try to do  
To please our customers, so they'll not feel  
blue.

E—Is for Efficiency with its utmost care  
That's where our Mrs. Mooney does her  
share.

S—Means to Satisfy, a thing we try to do,  
For our customers, before they are through.

S—Is also for Strube, a man who is honest  
and true,  
He does for the customer whatever he can  
do.

G—Is for Good—that's the quality we serve  
Although it takes much patience and a  
good deal of nerve.

OO—Is for "100" percent when placed beside the  
one  
Whom we all strive to please and who  
makes things hum.

D—Is for Doing things and doing them right.  
Then we will please everyone, regardless  
of our plight.

S—Is for Sufficient and sufficient is enough.  
We will stop right here,  
And say with a cheer,  
Department 31, do your stuff.

—HAROLD B. BRAVERMAN, Dept. 31.

### Another Vicious Circle

"Advertising," said the ad writer, "is for me nothing but perpetual motion. I write them and get paid for writing them, my wife reads them, and then I pay for them."

—Judge.

### Wemby Linen Exhibit Shown at Kaufmanns

On his return trip through England, Mr. Boston spent one day at the Wemby Exposition, and it turned out to be a very lucky day for him. He was much impressed by the display of hand-woven Irish linen and was able to secure a duplicate display to be shown exclusively in Kaufmanns in Pittsburgh.

The attractive display of fleur-de-lis linens at the British Empire Exposition this year was designed to meet and to increase the demand for hand woven damasks. Ireland Brothers, the world famous makers of these beautiful linens willingly explain the secrets which make their sheets and table linens the aspiration of every bride. The flax which goes to their making is never cut, but is pulled whole out of the ground. If the stems be cut the sap runs out of the stalks. The dull, lifeless appearance of inferior damasks is partly due to their having been woven from exhausted fibres, from which the stamina has been drained.

The flax employed in the finest damasks is scutched. That is to say, the harsher outer fibre is separated from the inner, and only the latter retained in weaving.

Though, of course, there will always be people who will insist upon having their linen hand-woven for the mere reason that such is more costly and rare, the majority of those accustomed to its use have found that there are very practical reasons for their preference. Quite apart from the extreme loveliness of its texture, the hand-woven product is by far the more lasting. Ireland Brothers reveal a very sound and simple reason for this. The weaving by automatic machinery imposes at the outset a severe strain upon the damask. This strain is bound to shorten the life of the linen, and only those who have been able to compare the wearing qualities of the two kinds can appreciate what a difference this original hand-weaving involves.

To see a dinner table, immaculate with its cloth and napkins gleaming with the silver and flowers beneath the mellow candles, is to understand immediately why, throughout the ages, craftsmen have counted as one of their highest achievements the production of snowy linens of surpassing fineness.

### Surly Conduct Toward God!

"My notion is that it is surly conduct toward God for any woman to accept the approach of old age without putting up a terrific battle. Failure to touch up the hair when needful, and to paint and powder, and massage, is a sin partaking of the nature of suicide. It is said that 'The good die young,' which means that they take the trouble to look young throughout the length of their lives."

—From "It Seems to Me," a daily column in the New York World, conducted by Heywood Broun.





Bear Run Meditations

### Health Talks

Dr. Wechsler has kindly agreed to give a series of health talks, one each month during the winter. The first one on "General Health Habits" was given in August, the second one on "Food and Health" was given September 10. Everyone is interested in his health and as many as possible should avail themselves of this opportunity to hear these very practical talks. The talks will be given in the Thirteenth Floor Recreation Room about the tenth of each month. Definite announcement of the date is given on the bulletin boards some time before each meeting.

### More Than Likely, Not

As a certain young man was ambling o'er the city he came upon little Frederick sitting on the curb, crying. Billy asked him what the matter was.

"Oh, I feel so bad 'cause Major's dead—my nice old collie," sobbed Frederick.

"Shucks," said Billy. "My grandmother's been dead a week, and you don't catch me crying."

Frederick gave his eyes and nose a swipe with his hand, and looking up at Billy sobbed despairingly:

"Yes, but you didn't raise your grandmother from a pup, did you?"

—Selected.

### The Man Who Forgets

Foster Tea Frye

I love the man who does forget  
His play, when he's at work,  
For he will then fulfil his part,  
And ne'er a duty shirk.  
The man who always does forget  
About your faults to speak,  
But tells you, friendly, when alone  
Of things wherein you're weak.  
The man who always does forget  
Some wrong to e'er repay;  
Forgets the gossip to repeat  
Which others to him say.  
The man who also does forget  
His temper to display;  
No matter whether things may seem  
To never come his way.  
From such a man now let us take  
The pace which he has set,  
For you'll admit there're many things  
'Twere better we'd forget.



All set for the seven mile hike

### Try Massage

"A resolute man can accomplish almost anything."

"Except keeping his hair from falling out."

—Widow





Elias Hasket Derby grew up in the atmosphere of romance and daring deeds pervading Salem throughout the Eighteenth Century. That sea port was the most important trading point in the new country. Its streets were thronged with teams and wagons from many inland towns. Rough looking seamen strolled through the town, gruff captains impressed the natives with their importance. The shops were filled with exotic silks, spices and merchandise of all varieties; strange animals from many countries added to the general sense of foreignness and spirit of adventure. Of course the boys worshipped the sailors and captains who strolled so leisurely and half condescendingly in their midst. Every boy's ambition was to be a captain, and many of them attained their goal at a surprisingly early age.

Derby embarked on the sea when he was still in his teens. He was of a family of mariner merchants, and very quickly gained a position of importance in his own right. He sailed as mate on ships which made trips to far countries. In those days, an average journey from Salem was for a year and there was no communication with the home port during that time. The young men who went out in charge of a ship were not only responsible for the safe return of the vessel but also had to bargain shrewdly for their merchandise so that it could be sold for a profit in their home market. This stern training in seamanship and bargaining developed many a keen business man.

Many of these men, like Derby, soon went into businesses of their own. A first investment in one boat, which he captained himself,—a goodly profit on its first trip, and soon he bought another boat. And thus rather quickly would spring up a small merchant marine, owned by one man.

Even before the Revolutionary War, Derby was the owner of several ships and had a reputation for business sagacity. In 1775, he actively espoused the cause of the Colonies, and fitted out many privateers which preyed upon British shipping.

After the War, and with greater opportunities for the New England shippers, trade flourished exceedingly well, and Derby lost no chance to take advantage of the new channels of commerce. He sent ships to many hitherto hidden sources of valuable merchandise. He was a pioneer in East Indian trade. One of his ships, "Grand Turk," in 1784 made the first trip to the Cape of Good Hope. This and many other trips with shrewd bargaining for goods which could be sold often for two or three hundred per cent profit quickly piled up great wealth for the ship owner.

The early American sea merchant ran great risks and had heavy stakes. If a ship was lost a fortune was lost; if a ship returned laden

with merchandise from the East, a fortune was made. Luck smiled upon Elias Hasket Derby—most of his ships returned. And at his death, he was supposed to be the wealthiest man in the United States.

### The First House Organ

This being our anniversary number when we are taking stock of ourselves and the purpose of our publication, it may be interesting to know something about the first House Organ as described in a recent article in "Inspection News."

The first House Organ of which we have knowledge was "The Lowell Offering," published in October 1840 in Boston. This paper came into existence for one purpose, to provide a medium for the literary contributions of the young men and women who were employed in the cotton mills of Massachusetts. These young people came from homes firmly founded in wisdom where they had been taught the dignity of labor. Consequently they entered their work with high ambitions and the will to improve themselves by study and social contacts.

One of these girls, Harriet F. Curtis, organized a society for "mutual improvement" and "to improve the talents God has given us." At the meetings of this society, papers written by the various members were read and discussed. Interest became so keen in the organization that it was suggested that the papers be published and distributed to employes in the mills, thereby increasing their interest in each other and their work. The records tell us that its success was "instant."

Down through the years with the varying economic changes in every way, it is interesting to note that the fundamental purpose of this early House Organ still hold good, and that is to bind more closely together in interest, ambitions, and service those individuals who make up the business organization of today.

### Congratulations!

To Mr. and Mrs. J. N. Hauser upon the arrival of a baby girl, Vivian Rosalind, Saturday, August 22. Vivian Rosalind started life feeling happy in every ounce of her seven and one-half pounds. Mr. Hauser is in the Superintendent's Office and Mrs. Hauser (formerly Esther Reedy) was editor of "The Storagram" during 1923.

As far as we can discover, she is the first Storagram baby, and we give her our editorial blessing and the Store's best wishes for a long and merry life.

### Logical

At a small country school the scholars were having a lesson on animals. The teacher had asked a number of questions which were easily answered. At length she said:

"Why does a dog hang out his tongue when running?"

A lad who had not answered before held up his hand.

"Yes, Tommy, what is it?" she inquired.

"To balance its tail," was the reply.



## THE STORAGRAM

### ASSOCIATE EDITORS

? ? ? ? ?

Who shall they be? A few members of the former editorial staff have left the store, others are "on trial." This is a call for a new staff. Anyone in the store has a chance to become an associate editor. Have you some valuable suggestion to make for changes in material or make-up, or some clever idea for a column? Turn in your ideas for the October number between now and September 30. Those offering the most helpful and practical suggestions will be chosen.

### FLOOR REPORTERS

? ? ? ? ?

Has your department been getting its due share of news in The Storagram? A reporter is wanted for each floor or department so that everyone will have an equal chance for publicity. When gathering news for this issue, an assistant buyer said to me, "We haven't been seen in The Storagram for months. It's time to put our department on the map." How many more of you feel that way? If you do, send in news, poems, valuable items about your merchandise, changes in your department or any contribution that would be interesting in The Storagram.

The October issue is to be a Fall Pep Number. Contributions must be in on or before September 30. That person from each department sending in material most suitable for The Storagram will be chosen Department Reporter. Be sure to sign your material and send it to The Storagram Editor, 10th Floor.

## *The First Hundred Years*

The man who coined the phrase, "The first hundred years are the hardest" was probably not a pioneer himself, but he voiced the sentiments of the pioneers of all times. Getting started, breaking new trails, whether it be a journey or a new business enterprise is hard although interesting work. That is the reason that each milestone of progress is celebrated in due form.

Six years ago, "The Storagram" put out its first issue. One can imagine the hopes and fears of the editorial board and the management. From the start our store community has been interested in its press. Gradually its policies and style have been shaped as a result of friendly criticism and careful thought. But just as the store in its service, fixtures, and merchandise has gone forward, just so must "The Storagram" keep up with the general improvement.

Each issue must be better than the one preceding. It must keep us informed of the forward movements, "pep" us up when we are listless, make us smile when we would frown and give us something to take home to the loved ones so that they may know about the folks with whom we work.

No editor can perform such a task unaided. She requires the constructive criticism and suggestion of all who read her copy. Tell her when you like an article and why you dislike another. Suggest people who can write of interesting things, and tell of interesting events or merchandise which you desire to have described.

May "The Storagram" grow in prestige and favor and may succeeding birthdays find it hale and hearty among a host of friends.

JAMES H. GREEN

TO CALL EDITOR

Dial 443



## JUST BETWEEN SISTERS

Tess—I found a new hat.

Gloria—What's it like, sis?

Tess—Like \$25.00. It's a beauty—cocoa color with hand painted flowers and simply gorgeous lace. Style—that's me all over.

Gloria—Style! A fine fashion show you'll make. A cocoa hat with your grey coat and black dress. Whatever will you wear it with? And I know without looking how terrible it must be with your red hair. But such a color—when black is so distinctive on you, and grey is perfect with your skin. But the color doesn't sound worst. It must be frightfully fussy and how will a fussy hat look with tailored clothes?

Tess—Oh, it's too darling. Wait till you see it on me.

Gloria—But what will you wear with it?

Tess—Oh, I can buy something. I'll have to get a new dress before long, and will make it match the hat.



Gloria—Yes, when the hat is out of style. And in the meantime what are you going to wear with that black outfit? Your straw hat has been passe for months. And what about that grey semi-sports affair? You'll wear it without a hat, I s'pose? And shoes—those pumps remind me of a pink chiffon dance frock.

Tess—Worse luck, I can't get a new dress just now. But what could I get instead of the hat I have picked out?

Gloria—Why, a simple hat that would be suitable for your street clothes. A small felt or velour would be good for fall and winter. Get some color that will harmonize with that grey coat you got last spring and your latest grey dress, and with this black dress, too. It could be grey or black or some bright color. But really, you wouldn't get tired of it so soon if you got grey or black—and then you could use the bright color in beads or perhaps a bag or tie. Then you'd be fixed and you could wear everything with everything else.

Tess—And you know, I could get out my platinum fox and wear it with a grey hat.

Gloria—You'll look like a million dollars, especially since we put the circular flare in that dress. Anyone would think that it was new.

Tess—Speaking of making things over, why don't I have that spring coat dyed black? That would be much better for winter. I could rip out the grey lining and put it back after it is dyed. I'll have a regular ensemble! You haven't such bad ideas after all, sis.

Research Bureau for Retail Training



## WEDDING PRESENTS

To Recent Brides Who Have Been With the Store Five Years or Longer

Name	Department	Present	Service
Agnes Pogeldish	Men's Clothing	Table Linen	Six Years
Bessie Pearlman	Boys' Hats	Flat Silver	Five Years
Selma Pfaukuch	Victrola Office	Chime Clock	Eight Years
Mary Szewe	Receiving	Flat Silver	Five Years
Alma Snyder	Bookkeeping	Dishes	Five Years
Dorothy Stein	Ladies Alteration	Flat Silver	Five Years
Victoria Voelker	Auditing	Flat Silver	Fourteen Years
Esther Cronin	Hosiery	Flat Silver	Eight Years
Martha McCormick	Housefurnishings	Silver	Seven Years
Florence Ramsay	Charge Office	Dresser Set	Five Years
Catherine Dunlevy	Veilings	Flat Silver	Five Years
Marie Klug	Auditing	Clock	Seven Years
Mary Eisgruber	Ladies' Gowns	Flat Silver	Seven Years
Elinor Elinoff	Ladies' Shoes	Flat Silver	Nine Years
Madeline Volzer	Auditing	Flat Silver	Nine Years
Henrietta McNeil	Men's Furnishings	Buffet Set and Scarf	Five Years

## A Woven Fairy Tale

I walked into Kaufmanns Store  
 To buy a Foreign Rug  
 For fixing up my home and such  
 I sort of had a bug.  
 I bought a Chinese bit of stuff  
 'Twas Royal Blue and Gold.  
 The Dragons squirming round the edge  
 Were historic, so I'm told.  
 The man told me, "Ye see that one  
 He's holding up the Earth,  
 That fellow with five toes across  
 Belongs to Royal Birth.  
 "The handsome villain on this edge  
 He stole a maiden fair  
 And hid her in a cavern deep  
 And so they found her there."  
 "And how," said I, "do you know that?  
 What nonsense do you talk.  
 They're only made for comfort  
 When you and I can walk."  
 "No, no," said Mr. Zarvis,  
 "Each rug some story tells  
 Either of Pain or Pity  
 Of Prayer or Wedding Bells.  
 Back and forth the weaver goes  
 And ties his knots so well  
 Each knot is but a symbol  
 Of a tale he has to tell."—"Casual"

## Mercantile Mirth

Mother: "Do I get two pairs of pants with this suit for my boy?"

Mr. Ryan: "No, indeed! Not with this suit. It wouldn't do. Why, madam, by the time a gentlemanly lad like yours would wear out one pair of these pants the coat would be so out of style he wouldn't be caught dead in it."

## Nobody's Fault

Customer: "Ouch! this towel is scalding hot!"

Barber: "Sorry, sir! I couldn't hold it any longer!"

## Miss Eisgruber a Bride

On Tuesday, August 18th, Miss Mary Eisgruber and Mr. Joseph Royce were united in marriage at the Church of the Epiphany. Miss Eisgruber was in the Women's Dress Department and had been with the store seven years. The fellow-workers of her department expressed their good wishes by presenting her with a set of Madeira linens. She also was among the fortunate ones to receive a gift of silver from the Store.

Mr. and Mrs. Royce will make their home in Cleveland, Ohio. Our best wishes go to them with the hope that each year may bring them much happiness.

## Intoxicating Elements

Because some scientist said there is an intoxicating element in about everything we eat, a London writer tries to discourage us with this:

Turnips may muddle us, beetroots befuddle us, alcoholizing our blood; cakes act like stout in us, coffee puts gout in us, drunkenness dwells in the spud.

Peas are perfidious, having insidious tipsiness hidden within; beans working busily make us walk dizzily, crumpets are stronger than gin.

Pies provoke friskiness, very like whiskiness, teacakes may fly to the head; bread a distillery—put in the pillory, bad bacchanalian bread!

Treacle confuses us, marmalade boozes us, drunkenness everywhere sits; drinking's a curse and eating is worse; we shall all have to live on our wits.—Exchange.

## Ring Up the Court House

"How do you find marriage?"

"During courtship I talked and she listened. After marriage she talked and I listened. Now we both talk and the neighbors listen."

—Boyce's Home Folks.





# Educational Notes

## "UNDER THE SKIN"

### Shopping Trials—In Two Scenes

Scene I—A drug department in one store.

Scene II—Same department in another store.

Characters—

Salesperson in Store I.

Salesperson in Store II.

Customer.

(Customer approaches counter, looks at several kinds of creams displayed and looks at salesperson who is arranging stock. Salesperson does not move until customer speaks.)

Customer—"I wonder if you have any cream that will suit my complexion?"

Salesperson—"Maybe. What kind do you want?"

Customer—"I don't know. Something not too oily."

Salesperson—(Moves lazily and picks up a jar customer has been looking at). "How about this? It says 'greaseless'."

Customer—"No, I have used it and it isn't what I need."

Salesperson—(Looks at customer critically.) "It's pretty hard to find creams to suit some skins."

Customer—(Annoyed). "Yes, it is. I'll try somewhere else."

### Scene II

Salesperson—(Customer has just approached counter)—"May I help you?"

Customer—"Yes, I need cold cream but don't know what kind I want."

Salesperson—"Here is —'s which is good cleansing cream for night use. And the day cream is just right as a base for powder."

Customer—"No, I have used that kind and it isn't just what I need. I have blackheads and can't seem to get rid of them. Then, too, when I powder, I notice the powder looks scaly on my nose."

Salesperson—"I know just what you mean. You need a good cleansing cream with a building up quality in it. (Brings out a particular brand of cream.) This has both qualities and I'm sure is just what you need."

Customer—"I'm certainly willing to try it and if it agrees with my skin, you'll have a steady customer."

### Men of Destiny

"Mr. D., who were the Four Horsemen?"

"Sir, they were Paul Revere, Theodore Roosevelt, Jesse James and Barney Google."

—Pointer

## Executive Training Course

Beginning October 5, an Executive Training Course will be offered under the direction of the Research Bureau for Retail Training. The classes will consist of sixty-six lectures given by executives of our store and by members of the staff of the Research Bureau. The course is intended for assistant buyers, heads of stock, service department assistants, and workers who want to prepare themselves to do better work in their present job and to carry greater responsibility. The store talks will deal with problems of our own store; the Bureau lectures will consider the organization, management and background in many stores.

The subjects covered in lectures and group discussions are:

1. Principles and Methods of Retailing.
2. Store Service.
3. Merchandising.
4. Finance and Control.

A second course has been planned for those who finished last year's course. Applications for either course should be made at once to Miss Graham of the Training Department.

## Notes From The Library

It is interesting to know that the library and "Storagram" are near one age and that they have, as it were, grown up together. In the fourth issue of "The Storagram," January, 1920, the following notice appeared:

"150 persons have applied for the privilege of borrowing books. Folders for magazines have been secured, so the rest period and lunch hour may now be spent profitably in reading."

Some idea of the growth of the library may be gained from the fact that there are an average of forty new borrowers each month. Many of them are new fellow workers and many are people who have been in the store for years, but are just beginning to take advantage of the opportunities of many hours' pleasant recreation offered by books from the store library.

The number of books borrowed for the first eight months of 1925 are—

Fiction—3749. Non-fiction—159. There are books to meet everyone's interest—novels, biographies, psychology, selling, merchandise information, and many other subjects—a great array that offers you amusement when you are tired, or study if you are feeling energetic and ambitious. Those who use the library, use it frequently. If you aren't among them, why not begin? You'll find it a pleasant habit.



## The Road Ahead

Autumn—and a long, gray road unwinding before the onrush of your advancing motor carrying you swiftly to your heart's desire. Lovely, you say, but an utterly impossible situation for me. The 1925-26 Y. W. C. A. courses are now prepared for your consideration, and with you at the wheel, what wonderful advancement on life's roadway you may now make toward the goal of your ambition.

There are classes to meet all your whims and to help you toward the goal which ambition has set for you. Classes in English Composition will help you to speak more fluently and write more easily. Reading Clubs will give you a broader view of the pleasures to be gained from reading.

For the woman interested in home making, there are courses in Interior Decorating, Cooking, Sewing, Rug Making, and Pottery. The more frivolous, bobbed hair girl will be much interested in learning how to properly cut, shampoo, and curl the shingled tresses. The class in facials will teach you how to retain "that school-girl complexion."

More and more is psychology helping us to understand the emotions and their effect upon us as individuals. Coming under this department is a class in "Psychology and Efficient Living" and "Studies in Personality."

There is nothing like physical education for keeping up your pep. Classes in aesthetic, folk and social dancing; swimming, tennis and horseback riding offer you an array of sports that will keep you fit and give you unequalled recreation.

For serious study to help you advance in your chosen work, there are courses in typing, shorthand, secretarial duties, and foreign languages—Spanish, French and Italian.

Among other classes offered are such attractive subject as "How to Know Pictures," "How to Know Great Operas," Etiquette, Current Events and Modern History.

It is to be hoped that from this group something will engage your fancy or your serious attention. For complete details of the classes inquire at the Central Y. W. C. A., 59 Chatham Street.

DOROTHY VOGELY,  
Asst. Director of Ed.  
Central Y. W. C. A.

Even the biggest bluffer can be fooled. P. T. Barnum once had "one put over on him." A man wrote that he had a cherry colored cat and that he would send it on receipt of a check. Barnum got the cat and the man got the money. But the cat was the color of a black cherry.

## A SLIGHT MISTAKE

Mike—"Tis a fine kid ye have there. A magnificent head and noble features. Say, could you lend me a couple of dollars?"

Pat—"I could not. 'Tis my wife's child be her first husband."

## A Friend Passes On

The news of the death of Miss Julia Coleman on August 30 was a great shock to her many friends in the Store. Miss Coleman had taken her vacation, returning to the store August 17, but was here only a day. What was at first thought to be only a slight illness developed into pneumonia.

Miss Coleman's death is a great loss to the store as well as the cause of immeasurable sorrow to her friends. She had been with the store as Buyer of Knit Underwear for eleven years, and had endeared herself to her department and to the many others throughout the store who knew her well.

A beautiful character, quiet and unassuming and yet always friendly and helpful, has been taken from our midst. She was as ambitious for the people in her department as for herself, and was always willing to aid them in every way possible.

Our sympathies go out to her parents and brothers and sisters who will miss a loved member of their family just as we of the store shall miss a well-loved friend and fellow-worker.

The Credit Department extends its deepest sympathy to Miss Ida Pollock, whose father passed away August 22.

The Jewelry and Silverware Department extends their sincere sympathy to Miss Lahm at the loss of her father.

## Nothing Haphazard

Have you ever stopped to think how much planning is required in the operation of our store? Do you realize that all our big events like the China and House Furnishings Sale now going on are carefully planned months ahead? Did you ever think that our Buyers were getting ready their fall and winter merchandise when we were sweltering in summer's heat? Do you know that while many of us are still thinking of pleasant summer vacations, our executives are already planning for the Holiday Trade?

Very little happens here haphazardly. Every purchase, every event is weighed in the balance. In order to be up-to-date the store planners must be away ahead of today. One season after another comes and goes with its various offerings of merchandise and with new department changes. We can take these events and changes as a matter of course because someone has planned most carefully.

## An Old-Timer

As Clarence prepared to leave the house on Sunday evening his father inquired:

"Where are you going tonight?"

"I am on my way to worship," Clarence replied.

"I know that," said father, "but what's her name?"



### Mr. Boston in the British Isles

It was a mighty fine trip, the first visit to Ireland since I left there eighteen years ago.

I sailed on the "Majestic," landed in Southampton, and went directly to London, where I visited the Kaufmann foreign office. Of course, there must be a little fun with business, so there was some sight-seeing in London—visits to Westminster Abbey, House of Parliament, House of Lords, and an attempt to see Buckingham Palace. And there's where I had a little joke on an English "Bobbie."



He was guarding the entrance to a courtyard, and right inside the gateway was a "red-coat."

"Is this Buckingham Palace?"

"Oh! No! sir. These are the Royal Stables."

"I'd like to see the King."

"You cannot see His Majesty."

"But can't I see the palace grounds?"

"Not without a permit from the Master of the King's Horse. It takes two or three weeks to get one."

Not having time to wait two or three weeks in London to hear from "the Master of the King's Horse," I had to go on to Scotland without getting into Buckingham Palace.

My headquarters in Scotland were at Edinburgh, and every day I visited the little town of Dunfermeline, which is the center of the Scotch linen industry. Dunfermeline has one other point to boast of, it is the birthplace of Andrew Carnegie. The Scotchmen love their pennies and it is hard to get the best of a bargain with them, but a little Irish wit got some nice Scotch linen at a good price.

The next step was to Belfast. There I saw my mother and many friends for the first time in eighteen years. That time had made a good many changes, but I guess they sized me up in about the same way. The two weeks in Belfast were spent in buying linens. Then off for the

return trip by way of England. And, do you know, I wasn't sea-sick going or coming."

(Good for you, Mr. Boston. We didn't dare ask, but we bet that some of the buyers couldn't say that.)

### A Merry Party

Have you heard of the big corn roast staged by the members of the Women's Coat and Suit Departments and their friends? You know that jolly crowd would have a good time anywhere and when you get forty-six of them together on a gaily lighted porch at Radio Gardens, Keown Station, you may be sure that there were no dull moments.

We didn't get all the details but these are the high spots of the affair: Mr. Woodmansee, ably assisted by Mr. Matz, saw that all the ladies were well taken care of. The honors for the best entertainment were equally divided between Mrs. Smith, who sang, "Billy the Goat," Mr. Broker's "shimmy dance" and Miss Beck's and Miss Law's demonstration of the latest dance steps.

When the crowd wasn't being entertained by one of the "stars," they took the chance to try a few of their own favorite dance steps to the tune of a jazz piano.

We'll all say the Radio Garden is an ideal place for a good dinner, and that "Coats" and "Suits" know how to have a good time.

### Basement Charge Office

Crash! Boom! Bang! Here we are—the Basement Charge Office, and here is our news. There are four new people in the department. First is our new boss, Mrs. Swift, and we're all glad to know her. Next comes Elizabeth Douglas and Agnes Smith, both very nice additions to our ranks. There's Anna, too, our dispatcher, who is going to like her job.

Florence Ramsay married a man just to regain the heart which he had stolen. She answers to Mrs. Louis Sherit now.

Vincie is just back from her vacation and has an unusually heavy correspondence.

Miss Florence Simon is our next candidate for Miss Pittsburgh.

As a parting word, just let me say that Peggy is very much interested in telephones lately and that Alice Conway is a girl you'd all like to know.

### Switchcraft

The Bride (at the telephone). "Oh, John, do come home. I've mixed the plugs in some way. The radio is all covered with frost, and the electric ice box is singing 'I Wonder What's Become of Sally'."

—Life.

### An Invitation

The following recently appeared in a Chicago newspaper's advertising columns:

"If Wilbur Blank, who deserted his wife and babe twenty years ago, will return, said babe will knock his block off."

—Keene Thrusts



## Store-Grand

Carman Johnson, Joseph Meyers and Mrs. Ray K. West

Created quite an idea, through the same, the store is blest.

With much enthusiasm burning in each fellow-breast,

They dreamed of a great paper for the store.

"What shall we name our journal?" queried the much distinguished three.

"Send though the aisles for names" King Joseph said, "and we will see."

Two hundred eighty-seven names were offered with much glee,

They started then the paper for the store.

Decided they on STORAGRAM, they picked without delay.

Twas in the month September, six years ago today.

The news began to circulate, on every floor they say

With joy they read the news all through the store.

When I delved in the archives of a glorious seeming past,

And read the epitaph to me the thought will last

From one who meant so much to me, his greatness unsurpassed,

The words by Isaac Kaufmann to the store.

Wrote he, we now are growing fast, and you must keep the pace,

As age, with wisdom, whispers, Cheer them on, to win the race.

Make this, our store, a dreamland—and it is done with grace.

That copy is invaluable, you know.

Four years from these great words, appear on cover of our page,

A manly face appeared, with vigor, vim and younger age.

The contour outlined, strength, and manly wisdom to engage,

As president, to manage our great store.

A dreamer of beautiful dreams, to plan is his delight,

His motto is Be thorough, be sure to do it right.

This Store, he looks upon with pride, he works with all his might,

What will it be, in fifty years or more?

Have you beheld our dreamland, known as fifth floor, clean and bright?

Our Beauty Parlor, Booths and Tables finished up in white?

Step in brunette, come out a blonde, your nails all shining bright,

We have a lovely rest room on this floor.

You walk, on nineteen hundred yards, of carpet new and clean.

The rarest walnut tables, that, I think you've ever seen.

The lamps for sale, arranged complete, to suit a fussy queen,



### Our Hilda

Hilda Nimpher met Paul Schneider

And they slipped away.

Went into St. Philips Church

At the break of day.

So, six-thirty, they were wed,

August thirty-one.

Grafton is the place, tis said,

Where the deed was done.

Now Paul Schneider, be good to her,

We, the girls, all say,

If you don't we all will come

And steal your bride away.

—LORETTA BOEHM.

And escalators, gliding through the store.

Our Shoe Department, on this floor, just name the kind of shoe,

Laird Schober, Miller, Bally, and they have, Adoria too.

Mrs. Hale can show you Art, and Style, and colors red, and blue.

Her French Shop, is a dream,—go see our store.

At last, his dream has now matured, a wonderful design.

The finest Millinery Shop, the best of any kind.

Three rooms, are now completed, the rarest in our mind.

Hard, inlaid floors, imported rugs, an equal hard to find.

Do we appreciate, our lovely store?

Mrs. Salomon has brought back home, from Paris, quite a fad,

The stunning shapes, in swell velour, will make you kiss your Dad.

A room complete for debutantes, to make the young folks glad.

For middle age, the Adoria, to cheer one up when sad.

The French Room, "O-O-LA-LA say nothing more."

—C. M. HUSKINS, 10th Floor.



## News From Across The Pond

Red Connors and J. B. Swan on Sunday, August 23rd, secured a Rent-a-Car and motored to Cleveland with it. Red Conner paid more attention to the ladies than he did to the road but just the same they drove 485 miles. On the return trip, he and Swan had a great argument over who should pay the bill. The result was Kid Connors footed the entire bill because he bet the Giants would take both games from Pittsburgh.

George Guckert last week started for Newark, N. J., with his automobile. Six days after he had left Pittsburgh we received a postal card from him that he was only as far as Trenton, N. J. George, why did it take so long to reach Trenton? Please explain in next month's bulletin.

George Engle left Saturday, August 15th, in his Rolls-Royce for Reno, stopping at Chicago, St. Paul, Milwaukee, Duluth, and Salt Lake City. Thank the Lord, George took his faithful wife along so when he reaches Reno he cannot apply for a divorce. George did a little better than Mr. Guckert. In three days he reached Milwaukee, Wis. Of course, the Rolls-Royce can beat the Oldsmobile any day.

Ray Beardsley made a very hurried trip to Washington to have an interview with President Coolidge but on arriving at Washington, he was informed the President had left for his summer home. Ray, the next time you make a trip, arrange your interview before hand.

McCarthy is still indulging in his five meals a day, regardless of the repeated orders that Mr. Wilcox has given him.

William Beck is getting very jealous of Bill Bowers. Bill purchased a Singer Ford which hums every minute. He motored to Atlantic City with it and returned in ten days. Some trip, Bill, but the after effect is what counts. Bill was laid up in bed for one week afterwards and yet his son said, "Daddy, let us take another auto trip." What should he do?

Admiral Simms, who hails from Athens, Ga., has been on the sick list for the past week. We miss you, Admiral, and hope for your speedy recovery.

Gus. Eurschler and Charlie Wolmey, our two competent, efficient all around men, have been getting three square meals a day and doing half a day's work at Bear Run.

Fred Krouse has been on an extended trip for a week but he refuses to let anybody know where he went, even the Officers of the Grandmother's Club.

James Dunn, who has been one of the members of the Sunbath Club for the past year, has resigned his position to go in the Contracting business with his father.

Gilbert Stock took pictures the other day of his family, and believe me, his young daughter is already the "boss." What will he do when the son arrives?

Fred Gottschald with his wife and two young sons, left Saturday for an extended trip through Ohio, Michigan and Canada, returning by way of

Niagara Falls. Oh, Fred, we do hope that your Pierce-Arrow will behave itself, but thank heavens, you have two young mechanics with you to protect you.

John Ruoss is reported to be engaged to be married, but as yet we have not found out who the young lady is. Please inform us at once, John.

Miss Geiss, who belong to the Trampers' Club has just returned from a 100 mile jaunt through the New England States and believe me, she claims she will outwalk any body at the North Side, so girls and boys take up this challenge.

David McConnell's pipe is getting so strong that the other employes have refused to stand behind him at night when he rings out. Dave, what would happen if you should light that pipe?

Richard Croke who claims he is the most experienced swimmer of the North Side Warehouse, spends every Saturday and Sunday in the river at Canonsburg. He already admits that he has saved the lives of five chickens. Richard, did you pull out any of their feathers in pulling them out?

"Doc" Buttorf has just returned from a two weeks' vacation spent in riding the subways of New York City. What is the matter, Doc, aren't you used to daylight?

Perkins, who is the politician of the Delivery Department, spent three days last week lining up his gang to vote this Fall.

McCue, who is known as a very efficient chauffeur of the North Side, admits that Johnny Coyle has nothing on him.

Isabelle Tracy is now singing "Oh, where has my Jimmie gone?"

Dawson, head of the porters says that it is about time that he gets a little nerve and takes an extended trip in his ten year old Studebaker.

George Degan made a mis-step a few weeks ago while looking out the window at a dog fight, and fell about six feet. He has been in the hospital for two weeks and ever since then the hospital at the North Side is filled. Backmeier, the Head Surgeon of Kaufmann's Operating Hospital, has made every effort to release his patients from the hospital but with little success. He advised Mr. Guckert that before he returns from his vacation all his patients will be given an overdose, and either put in the casket or released from the hospital.

Louis Solavitz claims that he holds the record for opening up cases. He told Mr. Wilcox he opened 300 cases of furniture last week. Louis, did you not make a mistake and add on one extra naught?

One evening last week it was raining very hard and about 5:10 P. M. a taxicab reported to the North Side Warehouse. Of course, everybody knew who had ordered the cab but Joe could not be found. Answer—It had stopped raining.

Kirkstein of the Piano Department has just returned from an extended vacation. He looks as if he had been fishing the entire time he was away.





### A Happy Trio at Camp

#### Basement Gossip

Department 132

Mr. R. W. Atwell, our efficient buyer in Basement Wash Goods, has returned from a two weeks' auto trip with wife and kiddies through Pennsylvania and New York states. He reports a delightful trip and we're all glad to see him back.

Miss Sheloski has acquired a great affection for cows, horses, and other domesticated animals. And, by the way, who is Bill?

Norman Schwabis, our stock boy, believes in keeping in style. He "wears 'em rolled."

Mary Barnes makes frequent trips to Shady Side in her new Studebaker. What does it mean, Mary?

Ever since the picnic, Miss Hesselman has been wearing a mysterious, romantic smile and shows an unusual amount of pep. The whole department was baffled until one certain person went on his vacation. We have the clue now.

Mr. Frunwick the shiek of the White Goods department expected to spend at least two or three days at Conneaut Lake, but stayed a week. Was it the lake or another attraction that detained him?

We sincerely regret on Mr. Barner's account that the Saturday half holidays are over. He surely will miss those trips to Erie.

Who said, "A woman can never keep a secret?" News just broke out that Miss Carley, who has been with us for almost five years, skipped off and was married several months ago without telling anyone the least thing about it. She is from the Basement Underwear Department and expects to be with us for an indefinite length of time.

### A Good Word for the Art Department

"Your art department is truly wonderful. I was amazed at some of the lovely displays—everything practical and yet ideas for gifts for every occasion. And the salespeople are most courteous. The sales girl who waited on me demonstrated clearly the difference between the two kinds of hoops in which I was interested. She explained that one had only the spring and could not be pulled any farther apart by the hands but that it adjusted itself to the various thicknesses of material after being slipped over the inner hoop. The other and more expensive type was adjustable with a screw to decrease or enlarge the size of the hoops either before or after it was placed over the smaller one. When I had chosen the one kind she suggested that I might need some floss. On inquiry she said that No. 5 was the quality used for purling the particular kind of work I was doing, and I purchased some, glad to have been reminded that I needed floss.

"I cannot speak too highly of this department and its salespeople."

### Eating for Your Job

Have you tried eating for your job? This does not mean a detailed study of calories and vitamins; nor does it imply cutting down the amount you eat. But it does mean thinking about the kind of food selected that you will get the most out of your day's work.

Every one of you has a work that demands both good thinking and pep from eight-thirty in the morning until five-thirty at night. The aim of the Thirteenth Floor Cafeteria is to produce food and menus that will uplift your physical well-being, and to offer you enough variety to appeal to every taste.

Mrs. Leopold plans the menus so that it will be easy for you to select a well-balanced and palatable lunch. The variation in menu from day to day gives you a choice of the right foods served in different ways.

Try a lunch something like the one given below for one week and see how well it makes you feel.

#### Menu 1.

Salad  
Rolls and butter  
Dessert  
Milk

Or if you prefer a heavier meal at noon, try this.

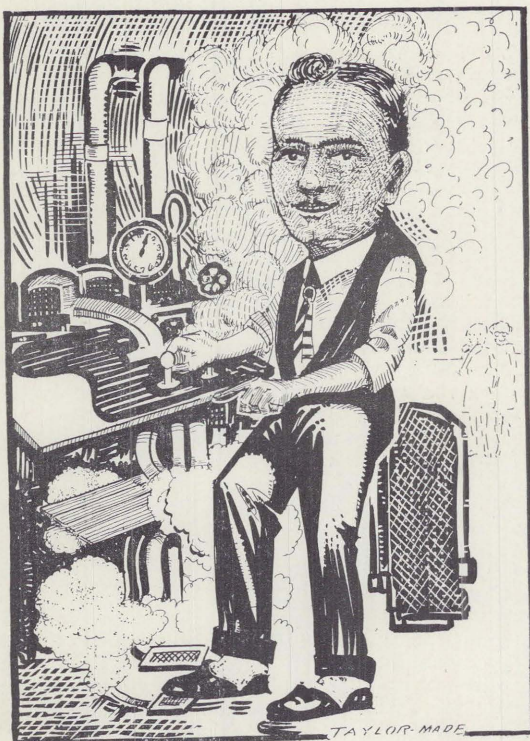
#### Menu 2.

Meat  
Vegetable  
Bread and Butter  
Fruit

There is always a variety of meats, vegetables, salads, and desserts. Choose what appeals to you most, but make it a well-balanced and not too heavy a meal, if you want to maintain your efficiency in the afternoon.

The modern girl does not want a chaperone; she wants the chap alone.—Black and Blue Jay.





This distinguished looking gentleman is none other than "Domenick Mazza" one of our alteration department 10th floor. No doubt Domenick has many pressing engagements after store hours.

### Sporting Goods News

This year our department was represented at Bear Run, Conneaut Lake, Atlantic City, Heinz Camp and Geneva on the Lake. Two guesses, who went to Geneva?

If you are interested in football equipment or know anyone who is, see Lefty Levinson. He can sell footballs by the dozen to Homes for the Aged.

Charlie Azzaro, our stockman, has enjoyed four weeks of married bliss. Here's wishing you many years of happiness, Charlie.

The first day Miss Hobbs was back from her vacation she almost broke Mr. E. J. Kaufmann's handshaking record on the day of his return.

The "Let's Pitch in Three" is an exclusive clique composed of Teresa Meyer, Katherine Silaski, and Leo Victor.

Look for news of Mr. Danner, Anna Rice and Dave Jacobson in the next number.

### Proof

Colored Recruit: "I'd like to have a new pair ob shoes, suh!"

Sergeant: "Are your shoes worn out?"

Colored Recruit: "Worn out? Why, man, the bottoms ob my shoes am so thin ah can step on a dime and tell whether's its head or tails."

## Main Floor Notes

### Toilet Goods Department

Vince Grimes, our popular stock boy, has been missed by the entire department due to illness. We all wish him a speedy recovery.

Mrs. Rhodes spent most of her vacation in Canada.

Mr. Frank Fleckenstein was careful to stay in the shade during his vacation. He missed his usual coat of tan.

Mr. Simon, Mr. Paley's assistant, spent his vacation in and around New York. He certainly hated to leave "The Great City," and claims that anyone can have a good time there.

Harry Thomas must have had a good rest while away. He surely looked fine when he came back from his vacation.

Miss Doris Miller, Amelia Stepanovitch, and Freda Martin are the Bear Run enthusiasts in this department.

Miss Anna Polena is the busiest person in the department. You can always see her with a great number of mail orders and she certainly sees that this department gives good service.

Miss Jean Goodstein had her tonsils removed and we all hope that she won't be troubled with sore throat any more.

### Stationery and Book Department

The department extends its sincerest condolences to Mrs. Robert McIntosh, whose husband died August 14. Mrs. McIntosh has been absent from the store since June, but expects to return soon. We'll all be glad to see "Mac" on the job again.

Mr. McGhee has just returned from a very pleasant vacation at Spray Beach, New Jersey. His tan is proof enough that he spent a real "shore" vacation.

Miss Curry has us all guessing. Where do all the free baseball tickets come from?

### Jewelry Department

Mr. Frank Albright has left the "Big Store" and is now located in Florida. We wish him success in his new business.

Mr. Pickering has a pleasant vacation, giving the Great Lakes "the once over."

September 9th was a happy day for two of the girls in the Jewelry Department. Miss Batt and Miss Bordone both were married on that date. Congratulations and best wishes for many years of happiness.

Miss Helfrich is back on the job after a vacation at Bear Run. She delights in telling us that she gained 12 pounds.

### Glove Department

Mrs. Freakly is wearing a diamond ring. Watch your step Mrs. Freakly.

Every one wants to know what brand of cigars Mr. Drake smokes. We need tables Mr. Drake.

### Motherhood

"What's the matter with Mrs. Leghorn?"

"Shell shock. Ducks hatched out of the eggs she was setting on."





### A MERRY PARTY AT BEAR RUN

On which it was proved that rain cannot dampen some spirits.

\* \* \*

### Radiograms From Bear Run

Mr. Biss and Mr. Green have been initiated into the great sport of snipe hunting. Their instructors were Mr. Wolf and Mr. Haas, who are really disappointed in their pupils. Holding the sack patiently for many hours did not net even one small snipe.

Helen Wills should see Harry Broida's tennis game. She certainly would get some points for improving her technique.

Gus Linder is going to raise a family of athletes, and he'll recommend Bear Run as the ideal training camp.

A great discovery made! Bathing caps are ideal for protecting curls from the deadly combination of rain and hay. Guarantees a successful hay-ride on the rainiest day.

Mrs. Stewart, of the Alteration department really should buy a farm or a cider press. She'd

make an efficient manager of either.

Only that extra potato in the pot saved Mr. Filson from going hungry one Sunday. Even then he had the cook worried for fear there wasn't enough to go round.

Katherine Killmyer caused a terrible commotion one night. And when an investigation was made it was found that her only objection was against using chestnut burrs for a mattress.

Are you underweight? Ask Miss Green for the cure. She seems to have found it at Bear Run.

Miss Smith makes an admirable hostess—so says all the crowd!

Judging by the crop of sunburnt noses old Sol didn't neglect Bear Run this summer.

Peggy Drake makes an A-1 bartender. A cherry red nose is very becoming.

\* \* \*

### VACATION DRAMATISTS

Caste of the melodrama "Through Flames to Love"





### Ninth Floor Notes

Mr. Melsha has just returned from Bermuda where he spent his vacation. We aren't sure whether refreshments or excursion rates were uppermost in his mind when he selected such a warm place to rest. It seems to have agreed with him, for he looks very robust under his tropical tan.

Mr. Zirwes and Mr. Cargo of our Oriental Rug Department have made protest, claiming that rubber heels should be worn by all Picture Department saleswomen. The click, click of heels on hard wood floor so seriously disturbs their artistic meditations and interferes with their Oriental calm.

Frank Bromovitz, veteran rug puller, returned from his vacation more or less disappointed. He went to the Catskill mountains, but failed to be in on the killing of one cat.

Messrs. Mansbach and Gabrile, do you remember what Abe Lincoln said—"You can fool some of the people, some of the time?" How about that Barkelp Club?

Last month's "Storagram" had a bit of verse about a smile in the morning—ever say good morning to Fitzpatrick of our Linoleum Department?

Free advice in transportation of winter coal for home use. See Mr. Rienert, 9th floor.

Mr. McWilliams has returned from an extended interstate auto trip, when he visited many boyhood landmarks, including a brief stay at Champaign, Ill., where it is said he was once a student.

Mr. Trunick has extracted that smiling poem from the August "Storagram" and is going to make it his motto.

### Young Men's Club to Reorganize

The Young Men's Club of Kaufmann's affiliated with the Y. M. C. A. will hold its first meeting of the season September 24th at six o'clock at the Y. M. C. A. There will be a good supper, club meeting, gymnasium and swimming. The club has a sizeable membership but there is room for more who may care to join.

Many and varied activities are being planned for the winter and members of last year's club know that it is well worth-while and that it offers many opportunities for good fellowship and recreation. There were nineteen members last year and that number should be at least double this winter.

Ask the officers more about club plans.

JOSEPH META, President  
WILLIAM KILLEN, Secretary

### Kill 'Em Kindly

"Whatever influenced you to become a butcher?"

"Oh, I was always fond of animals."

—Record

### Cynic

Newly Married Man: "My wife is an angel."  
Old Married Man: "How long has she been dead?"—C. C. N. Y. Mercury.



THE GENEROUS BARTENDER  
A scene "Through Flames to Love"

### Optimism

I live in the sunshine.

I bring out of people and conditions the best there is in them, because I always see the best, expect the best and work for the best.

I sustain the courage of men when they are hard-pressed by disappointment and discouragement.

I am the prophet with the vision that sees beyond the obstacles, beyond the difficulties of the present, the golden land of success and achievement of the future.

When a man chooses me for his companion he never talks about hard times, he never carries in his mind a picture of poverty or failure, he is never self-defeating.

I am the dynamo of accomplishment.

I am what makes good dreams come true.

I am man's greatest benefactor and friend; I am a producer of love, health, good cheer, of all that is encouraging, stimulating, helpful and inspiring, of victory and prosperity.

Do you know who I am?

I AM MR. OPTIMISM.

—Chats.

### Cause and Effect

He rose with great alacrity

To offer her his seat;

'Twas a question whether she or he

Should stand upon his feet.

—N. Y. Medley.



### Tenth Floor Notes

Miss Peoples of the Employment Office spent her vacation in the wilds of Canada. It must have been a strenuous vacation for she has developed heart trouble. From swimming, she says. We wonder . . .

Miss Kredel is back on the job in the Training Department after a prolonged absence due to many dental troubles. That certainly was no fun, and she must be as glad to have it over as we are to have her back.

Do you want to hear some good singing? Just hang around the 10th floor after store hours on Friday evenings and listen to Agnes and Loretta in the time office. They are some warblers. Their favorite song is "Sleepy Hollow Tune."

It seems to me the wedding bells will soon tinkle again in the Statistical Office. Ever since Bill Englert came back from his vacation, all he has talked about is his new sweet-heart. It the date set, Bill?

Tillie Chusitts, bookkeeping department, made a wonderful lover to Bertha Hoffman, Employment Office, in a Love Tragedy.

Mary Bernstein, Alteration clerk, was tickled to death because her arms looked sunburnt but alas—it wasn't sunburn—it was poison ivy.

### Sixth Floor Notes

Miss Hazel Heathcote, who spent her vacation in Vinton, Iowa, returned with a diamond ring. It must be a lucky town to vacation in.

Miss Martha Wlodkowski has also recently appeared with a diamond. Soon the wedding bells will be ringing for Andy and her.

Now that the tooth is out, Miss Staley is singing of the joys of the dentist's chair.

Miss Riley enjoyed a very restful vacation in Atlantic City. Boardwalk rolling chairs were usually what appealed to her most.

Mr. Davies claims that you can have just as good time on a vacation in Pittsburgh as anywhere. Is it more economical? You'll have to get the details from him.

Miss Slifkin is a victim of "Bear Runitis." She went there for one week and asked for an extension of leave for one month.

You should have seen Mr. Wolf struttin' the Charleston with Belle Fineman of the B. of A.

### "Baby" Keener

Mrs. Bertha Keener, formerly Buyer in the Corset Department, is now the happy mother of a baby girl, Martha Jane, born in Boston on August 6. The Keeners are now making their home in New York. Best wishes for a long and happy life to Martha Jane.

"Lazin' down a lazy stream" is a mighty comfortable feeling for summer vacations but doesn't help one's sales in September.

A single track mind is of no avail unless you can afford to make the round trip while the man with the double-track mind works from both ends.

### Remarks From The First Balcony

By Mr. Simms of Seattle

We sell people something they can't see at the rate of \$2,000.00 and up. Little trips around the World, or a jaunt to Africa or the South Sea Islands, or if they have enough time to spare, a little trip all around South America.

The difficulty in selling our invisible merchandise is offset by the fact that all our prospective customers are very happy. They come up here in a very happy frame of mind and it's easy to talk to 'em. Especially the man who has the inclination to go world touring and also has the money and time. It's more fun talking to him about his trip than watching the Pirates trim the Giants.

We wonder if this applies to people buying clothes, chinaware, iceboxes, hosiery, and other merchandise.

They have a mean way of pronouncing French names in this locality.

The other day someone came in and asked us where "Charley Roy" was. We told the party that we didn't have the pleasure of knowing the gentleman. Subsequently we found that "Charley Roy" was a place near Pittsburgh spelled "Charleroi." We always thought that it was pronounced "Sharlwa."

We also found that "Ligonier" is pronounced "Lijoneer" not "Lejonyay."

That's the way French is spoke in Pittsbooga.

Accordingly we think that Duquesne ought to be pronounced "Dookesney."

### Something to "Holler" About

An illiterate negro newsboy ran up to a senator as he was going down the steps of the capitol at Washington.

"Say, boss, read me something to holler about," he begged.

That boy had the sales insight. He knew that he could sell more papers by "hollering" than he could by keeping still and waiting for customers to come to his stand.

In all our departments, we carry merchandise worth "hollering" about, yet how many salespeople while making a sale think of talking up additional merchandise? If everyone "hollered" everyone else's wares as well as her own, there would be very little standing around or waiting for customers to come. Suggest something in your own line and then start "hollering" something you saw in the next department. It works both ways.

Driving with one hand is a dangerous business. You're bound to bump into a church sooner or later.

### Why Not?

Pater: "How do you expect to support my daughter? Why, a hundred dollars a month won't even pay the rent."

Percy: "My dear sir! Surely you won't charge Dulcinda and me rent?"

—Chaparral



## Books Recently Added to Library

## FICTION

That Which Is Passed.....	Atkin
The Trumpeter Swan.....	Bailey
The Little Minister.....	Barrie
The Buccaneer Farmer.....	Bindloss
Old Crow.....	Brown
Lip Malvy's Wife.....	Chamberlain
Glen of the North.....	Cody
Bambi.....	Cooke
The County Beyond.....	Curwood
Rider of King Log.....	Day
Catherine's Child.....	DeLa Pasture
Candles in the Wind.....	Diver
Lilia Chenoworth.....	Dodd
Tales of Sherlock Holmes.....	Doyle
Hound of the Baskervilles.....	Doyle
The Squirrel Cage.....	Fisher
On With Torchy.....	Ford
Call of the Canyon.....	Grey
The Day of the Beast.....	Grey
The Young Forester.....	Grey
Fairy Tales.....	Grimm
North of 36.....	Hough
See Saw.....	Kerr
Cape Cod Stores.....	Lincoln
Graustark.....	McCutcheon
Sylvia and Michael.....	McKenzie
The Position of Peggy Harper.....	Merrick
Rung Ho.....	Mundy
House of a Thousand Candles.....	Nicholson
The Money Master.....	Parker
The Girl of the Limberlost.....	Porter
With Juliet in England.....	Richmond
Into the Dark.....	Ring
Mile High.....	Rowland
Captain Blood.....	Sabatini
The Sea Hawk.....	Sabatini
Eve Dorre.....	Struther
Wheels Within Wheels.....	Wells
Riverman.....	White
The Brightener.....	Williamson
Little Old New York.....	Young
The Young Physician.....	Young
The Way of All Flesh.....	Butler
Mayor of Casterbridge.....	Hardy
Diana of the Crossways.....	Meredith
Dead Command.....	Ibanez
Mountain.....	Wood
Madame Bovary.....	Flaubert
Haunted Bookshop.....	Morley

## NON-FICTION

Life of Christ  
Applied Psychology

New Decalogue of Science  
Merchandise Manuals

Cross Word Puzzles  
Economics



**E**XCEPT a living man there is nothing more wonderful than a book! a message to us from the dead — from human souls we never saw, who lived, perhaps thousands of miles away. And yet these, in those little sheets of paper, speak to us, arouse us, terrify us, teach us, comfort us, open their hearts to us as brothers.—Charles Kingsley



## LOOKING BACKWARD

A message in the first issue of  
"The Storagram," Sept. 1919.

"I am glad to see a store paper.

It should be the means of making us better acquainted with one another. I know, I for one will read it with great interest. We are growing so fast it is hard to keep up with all the new things that you young folks introduce; but I am in sympathy with anything that spells progress and mutual co-operation. Of course we didn't have store papers in the early days, but we didn't have lots of other things that have come to be common in department stores, either. So let The Storagram prove its own value; and I believe it will."

Isaac Kaufmann